

SAVING "THE SOAKER" FROM DRINK RUIN.

The Decline of the Liquor Traffic As Seen in Liverpool
Nowadays
A WONDERFUL CHANGE
Laboring Class Save More, Eat More, Since Drinking Hours Have Been Curtailed

We are just beginning to realize in Liverpool the real effect of the order of the Control Board of Control in altering the hours in which liquor may be sold on licensed premises. And by liquor I mean, of course, alcohol liquor. There is a good story told of an American colonel who went out fishing and nearly died of thirst by the side of the lake in which he was fishing, and when he was asked why he did not drink from the lake, asked in return, in honest surprise, "What in thunder has water to do with thirst?" There are more than a few under-studies of the colonel in Liverpool, and they have beaten the law during the last fortnight with absolute ease. Let us be honest and admit that when men wish to break the law they will always find ways and means of doing it. But the fast majority have fallen into the new ways, and are very thankful that they have been saved from themselves and the soakers who sponged upon them. Those who keep up the old order of things have displayed a new fervor for the love of copper coins—they cannot have enough of them. Indeed, many of them are spending their spare time in turning their shillings, half crowns, and in some extreme cases, their ten shilling notes into copper. And it is equally amazing that the problem that a barman of barmald had during the first five or six days of the new order of things, at the same time, has almost vanished. When a company of workmen for their employers—enter a public house to order drink, it is simply wonderful to find that in every case each man has the exact amount of change in front of him.

The New Order of Things
The soaker notices one great alteration—that he no longer wakes in the morning with a big amount of copper in his pockets; the old-time custom of always giving a piece of money to be changed, irrespective of the fact that the man who was ordering drinks had the right amount of change in his pocket, has gone for ever. Yet, though hundreds of men have exhausted every possible form of cheating the Act, thousands of others have not only become reconciled, but actually in love with the new order of things. Let me give a typical instance, which was related to me by my friend, a well-known timber

merchant. One day he noticed his men coming out of a cocoa-room, going straight back to the docks where they were working. "Hallo, you chaps!" he said, jocularly. "Aren't you having any beer now?" The surprising answer was "No sir. If we cannot get it in the morning, it is of no use to us in the afternoon!" Now these were men who had about three or four pints of ale in the early morning, two or three before dinner, and about half-a-dozen during the afternoon and evening. Roughly speaking, it is a saving of fourteen shillings per week to them, seeing that they were always in regular work. But it would be a mistake to imagine that this means fourteen shillings put in the savings bank. First of all, it means that they spend more money on the cost of their breakfast, then of their dinner, then of their tea; for much as the extreme teetotaler may declare otherwise, beer has been meat and drink to many labourers, and, I am sorry to say, in some cases board and washing and lodgings.

Where The Money Goes
Where is the money going, that is no longer spent upon ale? Its first sign has been in an elimination of the better-class labourer from the common lodging-house. These men are going into private lodgings, where they can be better looked after than they were in the days when the brewer catered for their full pockets, and they themselves had to put up with semi-starvation, tempered with an occasional treat until the next pay day. The tailoring trade shows signs of improvement, and the second-hand shops where men buy "hand-me-downs" signs of a slump. So long as I can remember the working-class tailor has always been slack in winter, partly because the ordinary labourer either could not afford an overcoat or else made a second-hand overcoat do the work of three or four winters. Once men get the habit of consulting the tailor, grocer, bootmaker, and furniture-maker first, and furniture-maker first, and the brewer last, it is obvious that what shall have a big change in what is known as the seasonal trade.

Most curious of all is the very significant fact that the new teetotalers are beginning to buy newspapers, books, pamphlets, especially those dealing with the war. A man with plenty of tobacco and a newspaper which will intelligently discuss the war will fill a very pleasant evening. Then, again, the theatres have had better business, especially the picture-houses and the music halls; and the new temperance movement may have no small effect on the drama. The demand for necessities is increasing; the demand for luxuries will follow. The historian who records all the extraordinary phenomena of this war

AT THE NICKEL

THE NICKEL---Recognized for its Dependable Programme

The Million Dollar Mystery.

THE TREY O' HEARTS.

Episode 21. "DOCUMENTS IN THE TREASURE BOX."

Episode 4. "DEAD RECKONING."

ARTHUR HUSKINS and DeWITT CAIRNS in the Latest Novelty Numbers.

"ETHEL'S DOG GONE LUCK"—A Komic Comedy. † "TWO AND TWO"—A Vitagraph Comedy.

FRIDAY—Great Vitagraph three-part masterpiece—"FROM HEADQUARTERS"—Presenting Anita Stewart & Earl Williams

NOTE:—First performance on Wednesday evening at 7 p.m. sharp.

THE BRITISH THEATRE

2.30—TO-DAY—7.30

The zenith of moveable, silent art is depicted in the 3-part photo-play:

"THE PHANTOM OF THE VIOLIN."

A powerful dramatic feature with Grace Cunard and Francis Ford.

Two high-class standard comedies:

"A DREAM OF A PAINTING." An Interesting Education Subject.

"ONE KISS." "Porpoise Fishing."

And at 3.30, 8.30 and 10 o'clock MISS RUTH EMBLEM will sing, "MARIE, MY MARIE" and "A LITTLE SPARK OF LOVE."

Science Conquers the Sub. Now is Assailing the Zepp.

Rev. J. C. McLennan Shows How Submarine Menace has been Removed--Aeroplane Must Land in Darkness--When This is Achieved All Will be Over With German Dirigibles.

TORONTO, October 8—Science is one of the greatest factors in the world war, according to the observations of Professor of Physics J. C. McLennan at the University of Toronto, who has just returned from a summer in the British Isles. His summer's experience has brought the conclusion that "science and men" will win the war. At the outbreak of the war Britain seemed outdistanced in war science; but, according to the professor, all that disadvantage is being rapidly wiped out.

may yet record that the most astounding phenomenon was than enforced sobriety taught men to think, and for the first time in their history to demand from life all things which are really essential to happiness.

ROSSLEY'S EAST END THEATRE!

St. John's Leading Vaudeville, Dramatic and Picture Theatre.

Something never seen here in the history of St. John's Under the Distinguished Patronage and presence of Lady Davidson and the Misses Davidson.

ATLANTIS---Fisk & Jack.

Spectacular Novelty and Lightning Change Artists. THRILLING! DARING! SENSATIONAL! MAGNIFICENT! They change costumes every night. Change Tricks. They are the World's Best of their kind.

A Great Masterpiece Photo-Play, in 2 Reels, "THE FLOWER OF THE DESERT," Mutual. "KEEPER OF THE LIGHT." A touch of real life.

GREAT CONTEST FRIDAY NIGHT. TICKETS ON SALE ROSSLEY THEATRE.

NOTE:—Send the Children to Saturday's Matinee and give them the chance to see the marvellous ATLANTIS—Fisk and Jack, an act that can only be seen at Rossley's.

One example of this is the practical elimination of the submarine menace at first," he stated, "but now, even though you hear of the occasional loss of a British ship, the submarine situation is completely in hand. The British can destroy German submarines faster than the Germans can make them, there is no doubt of that. The greatest asset of the submarine, its invisibility, has been overcome by science. With that asset gone, the submarine is no match for the surface enemies, and once one is sighted by the British navigators it is only a question of time until it is run to the bottom of the sea.

HERE AND THERE

Science and the Zeppelin.
"Science is now turning its attention to the Zeppelin. There is only one thing that makes a Zeppelin raid on England safe for the Zepp, that is the fact that such raids are made at night. The ordinary aeroplane is said to be more than a match for the Zepp, seeing that it can outfly and out circle the Zeppelin, thus being able to secure a position higher in the air from which to drop bombs on the gas bag. At night the aeroplane loses this advantage, not because the aeroplane cannot ascend at night and not because the Zeppelin cannot be found at night, but from the fact that the aeroplane cannot land in the dark. To attempt to land at night would mean death for the aeronaut, from the simple fact that he has no means of judging his distance from the ground and in volplaning would crash to his death against the earth. Science is now stepping in, with the hope of investing instruments which will enable the aeronaut to gauge his distance from the ground, as well as to keep his direction and location while flying through clouds.

"Science is also doing much for the infantryman. It is equipping his rifles with special long-distance sights and range-finders which double his efficiency. It is doing the same thing for the artillery man and for the user of binoculars. In fact, science is that element which is enabling the British soldier to go out and fight the German upon an equal footing, such as he was not able to do at first."

A GREAT STORM RAGING IN ITALY

Rivers Overflow, Causing Floods and Landslides

Rome, Oct. 7th.—A great storm is raging throughout Italy, causing floods and landslides. Trees have been uprooted by the violence of the wind, and the wide overflow of rivers has drowned cattle. Thus far, however, no loss of human life has been reported. The telephone and telegraph services are greatly damaged.

Britain is in Earnest.

One thing which impressed Professor McLennan during his stay in Britain is the determination of the British public to see the thing through to the end. "Britain realizes the sacrifice, and telegraph services are greatly damaged. "She knows the greatness of the sacrifice in lives, in money, and men and gendarmes prevented more in sorrow, and in settling down to serious damage.

OURS---Rossley's West End Theatre.

5 COMPLETE NEW FILMS. All New. Never seen anywhere. The finest in town.

Miss Aneta, Latest New York Songs

2 Shows Nightly---7.30 and 9 p.m. prompt

THE CRESCENT PICTURE PALACE

MARIN SAIS in

"THE FATAL OPAL." A Kalem Masterpiece in 2 Acts.

"Butterflies and Orange Blossoms," An interesting Melo-Drama.

"HIS PRIOR CLAIM," A Drama produced by the Biograph Company.

"Cactus Jake, Heart Breaker," A Selig Western Comedy.

Good Music, a Comfortable & well Ventilated Theatre

DAN DELMAR Singing Novelty Songs and Ballads.

COMING: "ERNEST MALTRAVERS," A Special Feature in 2 Reels.

SPECIAL OFFER!

One Week Sale OF LADIES BLOUSES, 55cts.

LADIES TWEED SKIRTS \$2.00, \$2.50, \$3.00, \$4.00, Worth from \$3.00 to \$5.00.

Nicholle, Inkpen & Chafe Limited.

315 WATER STREET 315 Agents for Ungars Laundry & Dye Works,

Special Values in Men's Tweed Suits

WE have just opened a splendid lot of Men's, Readymade Suits, that are especially selected for Fall Wear, in a handsome array of neat, dark patterns, and it will pay you to examine them before you buy your next suit—you'll be able to get the particular weave, design, quality, style and fit in the English, Canadian or American cut that will thoroughly please you, from our representative stock. Here are a few prices:

MEN'S TWEED SUITS—A good weighty quality, price considered, correctly cut in neat, dark patterns, splendid value, latest style; sizes 4, 5, 6, & 7. Price a Suit. \$5.50.

MEN'S TWEED SUITS—A serviceable quality in dark, neat patterns, that for style, fit, finish and wear is hard to equal at the price. Sizes 4, 5, 6 & 7. Prices. \$6.30 and \$7.00.

MEN'S TWEED SUITS—Handsome designs made of strong, finely woven, English tweeds in a variety of patterns—the kinds that most men like. Correct style, perfect fitting,—special care taken by the makers, with the fit of the shoulder and collar. Finished with a good quality of lining and inter-lining. Sizes 4, 5, 6 and 7. Prices. \$9.00 and \$10.50.

MEN'S TWEED SUITS—Here you'll find a large variety of different weaves, in the finer grades of English and Scotch tweeds—in Browns, Grey, etc., in striped and checked, shadow effects.

You'll get splendid wear from these high-class suits and above all you are assured a perfect fit, correct style, best linings and inter-linings.

Every item that goes to make a suit perfect are put into these suits. Sizes 4, 5, 6 and 7. Prices. \$12.00 and \$17.00.

MEN'S FINE TWILL SERGE SUITS in dark Navy Blue—good quality, correct style, perfect fitting and excellent finish. Sizes 4, 5, 6 and 7. Prices. \$11.00 and \$13.50.

Anderson's, Water Street, St. John's.